

GAINING A POSITIVE PRODUCT DECISION

Gaining a positive decision to sell one of our Bios Life products is not difficult or complicated, nor does it require any special sales skills. If your prospective customer has a need for one of our Bios Life products and you have adequately introduced the product, you will find that gaining a positive decision will be easy. We don't believe in hard-sell tactics—instead, we believe in treating people the way we would want to be treated.

Remember Your Goal

It should always be your goal to sell the product at the time you introduce it to your prospective customer. This is why you need to be prepared to talk about it with confidence when the occasion presents itself. Often times Franchise Owners fail to make the sale because they take the easy path and simply offer prospects a tool to review. This is a huge mistake because it requires you to follow up at another time and slows the sales process. If you have done a good job explaining the product, most people will not require more information before making a decision, so don't offer them a tool unless you are sure they are not going to make a decision at that time. If you sound confident and knowledgeable, your endorsement of the product is often all that is required to make the sale.

Explain the Cost

After fully describing the product and its benefits, you then want to determine your prospect's interest. If your prospect is interested, then share the retail price, money back guarantee and ask for a decision.

Avoid getting into details of the Preferred Customer program until AFTER gaining a positive decision or it may complicate the sale and make it harder to gain a positive decision.

Tell About the Money-back Guarantee

When sharing the price, also explain that the product comes with a 90-day, 100% money-back guarantee. If they are not happy with the product for any reason, you will happily refund their money. People will feel much more comfortable purchasing their first order, if they know it is guaranteed to work or they get their money back.

Ask for a Decision

Next, you want to obtain a decision by asking if they would like to begin enjoying the health benefits of this great product. Here are some common ways of asking for a decision.

- “Sue, based on everything you have heard, is there anything else you need to know before getting started using our product?”
- “With your cholesterol level as high as it is, Tim, you really need to get started using Bios Life Complete as soon as possible. With the money-back guarantee you have nothing to lose. Are you ready to get started?”
- “John, considering your desire to start losing weight, is there any reason you wouldn’t want to get started now?”
- “Are you ready to start enjoying the health benefits of Bios Life Slim?”
- “With the money-back guarantee, you have nothing to lose if you decide to try using the product. With that in mind, would you like to go ahead and get started?”

The key to getting positive decisions is simply to ask for them. As you start marketing our Bios Life products, just ask for a decision in whatever way is appropriate and comfortable for you.

Answer Questions

It is likely that some of your prospective customers will ask one or more questions before making a decision. Listed below are the most common questions and suggested responses.

1. Do I need to talk to my doctor before taking this product?

Bios Life Slim/Bios Life Complete is a natural fiber-based food product, not a drug. It is not usually necessary to speak with your doctor. However, if you are on a stringent routine concerning a particular diet or taking medications for severe physical conditions, it would be wise to inform him of your decision.

2. If Bios Life Complete is so good, why hasn’t my doctor told me about it?

It is very possible your doctor is not aware of Bios Life Complete. Most doctors are trained to treat cholesterol by prescribing statin drugs to their patients. Since statin drugs can only be prescribed by doctors, the pharmaceutical industry is spending billions of dollars on marketing. In fact, there’s about one drug rep for every nine doctors, and the drug reps’ primary responsibility is to get doctors to prescribe their drugs. Doctors hear about Bios Life Complete primarily through patients who have had great results with the product and through fellow colleagues in the medical field. Bios Life

is listed in *Physicians Desk Reference* (PDR) and is recommended by thousands of healthcare professionals in 22 countries.

3. Will Bios Life Slim/Complete interfere with my medications?

Our Bios Life products are natural food-based products and, therefore, have no known contraindications with medications. To ensure maximum absorption of your medications, we recommend that you take your medication 30 minutes before drinking our Bios Life products.

4. Is Bios Life Slim/Complete covered under my insurance plan?

Not at this time. Every insurance plan is different and highly individualized. As the insurance industry moves toward prevention-based thinking, we believe insurance companies will be much more likely to cover our products. In fact, it can be quite common for our products to be covered through flexible spending plans, medical savings accounts, and health savings accounts.

5. Can I stop my cholesterol-lowering drugs just by taking Bios Life Complete?

If you are currently taking a statin, do not stop taking it. Most doctors encourage their patients to take Bios Life Complete in addition to their statin medication initially. Over time, the doctors begin reducing the statin medication. In many cases, patients have been able to completely eliminate the need for statin medication.

6. Will Bios Life Slim help lower high blood pressure?

In countless cases, high blood pressure is directly proportional to weight gain. Many people experience weight reduction when taking Bios Life Slim. This weight loss often results in lower blood pressure and thereby, in some cases, reduces the amount of blood pressure medication needed.

7. If I am either diabetic or pre-diabetic, can I use Bios Life Slim?

There are very few people with diabetes who cannot use our Bios Life products. In almost every instance, Bios Life Slim is beneficial for diabetes and pre-diabetic conditions. Because of its formulation, it helps to stabilize blood sugar, improve insulin sensitivity, reduce fat, lower cholesterol as well as blood pressure—all of which are desirable in diabetic conditions.

8. Are there side effects with Bios Life Slim/Complete?

Because our Bios Life products are natural food-based products, the side effects are positive in nature. They include healthy weight loss, improved colon health, normalized blood sugar levels, and many other biological benefits. If your body is not accustomed to taking fiber, you may temporarily experience some bloating or gas. This will dissipate in just a couple days as your body adjusts to the increased fiber.

9. Is this product approved by the FDA?

The FDA tests and approves drugs, not nutritional or food-based products. All of the ingredients in the Bios Life products are listed under the GRAS (Generally Regarded as Safe List) by the FDA. More than a billion dollars worth of Bios Life has been sold since 1990 with no harmful side effects, so you can feel confident you are using a safe product.

Build Belief

After you get done answering your prospects' questions, ask what else they need to know about the product in order to make a decision. After you have answered the questions to their satisfaction, ask for a decision. If they remain interested but are just not ready to make a decision, you then need to further build their belief in the product and the company.

Here are your two best options to build their belief.

- 1) If you are together at the time, give them your Bios Life business card, a product sample and one or more Bios Life tools such as a brochure, CD, or DVD. Then schedule a time to follow up.
- 2) If you are talking on the phone, refer your prospect to one of our product websites and schedule a time to follow up to talk further. You may want to also mail a sample of the product and one or more tools.

Point out Advantages of Unicity's Preferred Customer Program

After receiving a positive decision from your prospective customer to begin using one of our Bios Life products, collect a check for the retail price made payable to you, and give them a one-month supply from your working inventory. After the sale is complete, most Franchise Owners like to explain how Unicity's Preferred Customer program works and to talk about its advantages. You might say, "A month's supply of Bios Life Slim contains 60 packets and it costs \$114.95, but if you enroll in our Preferred Customer program the price is only \$99.95. You also get free shipping on all your orders, so it really is a good deal."

Unicity's Preferred Customer program offers both a cost savings and a convenience to your customers. Preferred customers receive a discount off retail and FREE shipping on all product purchases. The cost of the Preferred Customer program is \$14.95; however, the fee is waived for customers who choose to receive one or more of our Bios Life products through our Auto-Refill program.

It is important for your customers to understand that, in order to enjoy the full range of health benefits offered by our Bios Life products, they need to use the product every day. When a doctor prescribes a statin drug for high cholesterol, he doesn't just prescribe a 30-day supply. If the patient succeeds in lowering his cholesterol with a statin drug and then he stops taking it, his cholesterol will climb right back up. People need to clearly understand that all of our Bios Life products will only provide lasting benefits if they are used daily.

When you set up a new customer on Auto-Refill, you and your customer both benefit. Your customer benefits because he/she will have the product needed each month without having to be proactive to order more. Preferred Customers further benefit by receiving a discount and free shipping. You benefit because you will be more successful in helping your customer enjoy a positive experience, you will be using your time better, and you earn a residual income from each month's shipment.

When you are discussing the benefits of our Preferred Customer and Auto-Refill programs, be sure to proactively address what will no doubt be a top objection—how to cancel a shipment if they want to stop. Tell your customers that, if they want to cancel their monthly shipments of Bios Life, all they need to do is to call you and you will be happy to immediately stop it on their behalf. Also let them know that they can call Unicity at 1-888-Bios Life and cancel it at any time. Make it sound easy so they will feel comfortable.

As you get started selling our Bios Life products, you will become very relaxed with this simple process. If you have any questions, your sponsor or someone in your upline will be happy to help you.

To learn about the specific details of the Preferred Customer program please review chapter 16 in the Bios Life Owner's Manual.

Read "Getting Your Customer Started" to learn how to get your customers started correctly.